

**COMBINED DECLARATION AND POWER OF ATTORNEY  
FOR PATENT APPLICATION**

As a below named inventor, I (we) hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,

I believe I am the original, first and sole **inventor** (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled SYSTEM AND METHOD FOR DETERMINING INTERNET ADVERTISING STRATEGY, the specification of which is attached hereto.

I hereby state that **I have reviewed and understand** the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

**I acknowledge the duty to disclose information** which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, §1.56(a). If this is a continuation-in-part application filed under the conditions specified in 35 U.S.C. §120 which discloses and claims subject matter in addition to that disclosed in the prior copending application, I further acknowledge the duty to disclose material information as defined in 37 CFR §1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby appoint Bennet K. Langlotz, registration number 35,928 to prosecute this application, to file a corresponding international application, and to transact all business in the Patent and Trademark Office connected therewith.


Address all telephone calls to Bennet K. Langlotz at telephone number (503) 275-9100.

Address all correspondence to:

Bennet K. Langlotz PC  
2850 SW Fairmount Blvd.  
Portland, OR 97201

I hereby declare that **all statements** made herein of my own knowledge **are true** and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full name of inventor: John Chandler-Pepelnjak

Inventor's signature  10/11/01  
Date

Residence Address: 1520 S. Garfield St. Missoula, MT

Citizenship: United States

Post Office address (if different): \_\_\_\_\_

10/11/01 10:23:00

Full name of inventor: Aaron Easterly

Inventor's signature Aaron Easterly 10/11/01  
Date

Residence Address: 1138 N 8th, Seattle, WA 98103

Citizenship: USA

Post Office address (if different): \_\_\_\_\_

10/11/01 10:00 AM